

Town Of Alta General Plan
DRAFT FOR PUBLIC INPUT
TOWN CENTER COMMERCIAL ELEMENT

1 SECTION 4.3 TOWN CENTER COMMERCIAL ELEMENT

2 **Introduction:**

3 *The Town of Alta has the intent to create an identifiable center of Town for residents and visitors alike.*
4 *While commercial development exists throughout the Town of Alta this element's focus lies on the*
5 *creation, enhancement and support of commercial development in the areas currently zoned as Base*
6 *Facilities. (See attached zoning map)*

7 **What We Know:**

- 8 • Commercial development in Alta is currently located and encouraged in the Base Facilities Zone
9 (BFZ) of the Town land use code. Each of the parcels currently with "Base Facilities" zoning has
10 an existing commercial structure (lodge, restaurant, shop, or other business), and each is
11 privately owned.
- 12 • ~~The Base Facilities zone is should be the Town center and the economic "heart" of Alta.~~ *It is the*
13 *intent of this element to focus on the creation of an identifiable Town center and an "economic*
14 *heart" to Alta in this zoning district and to strengthen the policies and procedures in this zone*
15 *that will showcase it strengths and strive for exemplary development.*
- 16 • Alta's ability to shape commercial land use patterns and services within its own borders is
17 greatly influenced by the multitude of other adjacent federal and private landowners and
18 independent service providers in the canyon. The Alta Ski Lift company owns and operates the
19 Alta Ski Area and is the major presence and employer in town. The ability to maintain open lines
20 of communication with all of these entities is crucial to the success of the Town's economic
21 core.
- 22 • The Town of Alta currently does not have a year round commercial community. The Town
23 supports public and private efforts to develop long term, year round commercial ventures.
24 *Summer economic development will be critical in developing this goal.*
- 25 • If commercial activity were to expand in the future it should be encouraged on the private and
26 federal lands that are adjacent to the existing Base Facilities Zone. These areas would be the
27 logical area of expansion for commercial and lodging uses.
- 28

29 **Policies:**

- 30 1. **Policy:** Future Commercial Development is encouraged in those areas within the current "Base
31 Facilities" zone, ~~the core of Town. The core of Town~~ *This area is defined as from Alta Peruvian*
32 *Lodge to the Albion Base Area.*
- 33 2. *The Town supports short and long term efforts from the collective of businesses in Town to*
34 *develop a year round economic base in these areas (BFZ) and throughout Alta. The Town*

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35 *supports activities that will alleviate the current mass of summer unemployment and will*
36 *compliment not degrade Alta's unique character.*

- 37 3. **Policy:** Commercial development should not be allowed in areas not adequately served by
38 public water and sewer systems as determined by Salt Lake City, the Salt Lake Valley Health
39 Department and other applicable agencies and those that provide emergency services.
- 40 4. **Policy:** Any future development in commercial areas will take into account the policies stated in
41 this plan and the Town zoning code concerning slope, soil erosion, unstable soil, avalanche
42 hazard, hydrology, visibility, and other appropriate factors.
- 43 5. **Policy:** Employee Housing is a vital component of any commercial development and is critical to
44 the ongoing success of the community.
- 45 6. **Policy:** The Town should take an ongoing and proactive stance in communicating and
46 coordinating with the multitude of agencies and private entities that influence the Town's ability
47 to foster commercial development in the core.
- 48 7. **Policy:** The Town will ensure that the land use code supports innovative, energy efficient
49 development that respects the mountain environment in terms of site coverage, mass and scale,
50 form and diversity of height.

51 **Action Items:**

52 **Action:** The feasibility of construction of a municipal parking structure should be investigated.
53 This would relieve some of the pressure of parking in the community, particularly during the ski
54 season. Time Frame: *February 2012*

55 **Action:** The further development of all transportation systems to and from the Canyon shall be
56 investigated and coordinated with the appropriate providers. Time Frame: Ongoing

57 **Action:** Initiate discussion with the Forest Service to discuss the possibility of consolidation of
58 land holdings around the Town's core. Time Frame: By June 2012

59 **Action:** Initiate discussions with the Planning Commission and Town Council to determine if a
60 Master Plan development concept should be created for the existing Base Facilities Zone that
61 would include items such as mixed use development and maximum thresholds for commercial
62 use. Time Frame: By June 2012

63 **Action:** Develop a plan to create ongoing lines of communication between the Planning
64 Commission, Town Council and the entities that affect the ability of the Town to function and
65 develop in the Town core. Such entities include, but are not limited to, the Alta Ski Area, the
66 Forest Service, Snowbird, Utah Transit Authority, and Salt Lake City Department of Public
67 Utilities. Time Frame: *February 2012*

68 **Action:** Review the land use code to ensure that it reflects encouragement to utilize innovative
69 energy efficient building standards. Time Frame: Ongoing

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70 **Action:** Update the General Plan Land Use Map to reflect any changes or updates to the General
71 Plan. Time Frame: Ongoing

72 **Action:** *Coordinate efforts that will guide capital investment in year round economic activities for*
73 *the Town. Time Frame: Ongoing*